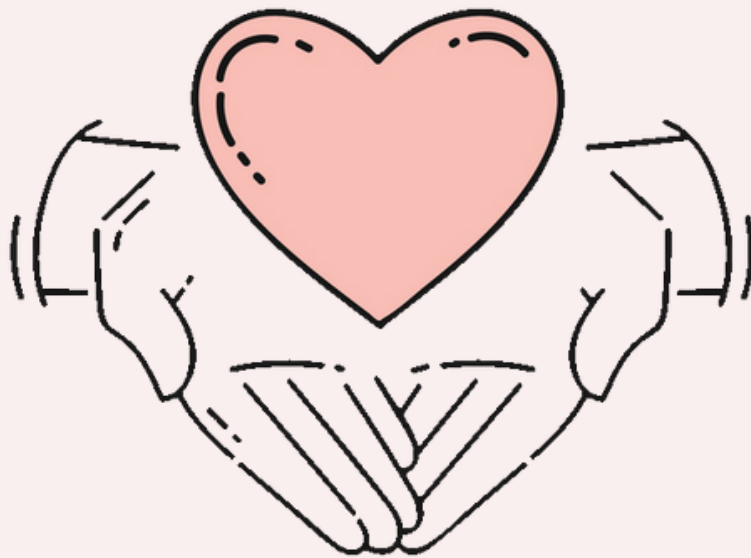


# ALTRUISM PROPOSAL REPORT



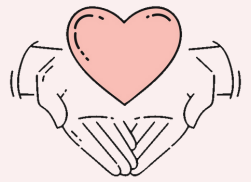
MAY 2022

---

FROM :  
CHARLENE NGIAM

# ✦ CONTENTS ✦

- 01 - Introduction
- 02 - Name of App
- 03 - Purpose and Goals
- 04 - Research on the current situation
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# INTRODUCTION

**As a User Experience designer, I am responsible for creating mobile applications that enhance a customer's experience with a brand and facilitate an enjoyable experience using various forms of digital and web media.**

**In this report, my main focus will be on all aspects of a product's development, including design, usability and function of Altruism. I have also included a detailed information on the problem identification by researching, analysis and solutions that lead to the development of Altruism**

# NAME OF APP

---

**ALTRUISM**

---

## **Rationale behind the name:**

This is an app specially created for charity organizations to help them during this difficult time. I believe users of this app are kind-hearted and generous.

"Altruism" have a meaning of disinterested and selfless concern for the well-being of others. I feel that the name perfectly fits the definition of the users who find time to do charity to help others.

# ✦ PURPOSE AND GOALS ✦



This app is created to help charity organizations who needs help during this difficult time.

Our purpose of this app is to help charity organizations to raise funds, find more volunteers to help out.

Our goal is to create this app to support charitable organizations to achieve their goal, by helping to raise a certain amount of donations to help people in need, and finding volunteers who wants to help the organizations.

ALTRUISM

# RESEARCH ON THE CURRENT SITUATION

According to my research, the COVID-19 pandemic has greatly disrupted many sectors, including our charity sector. Their operations were affected in many ways, from delivering services and programmes, and engaging volunteers to organizing fund-raising activities and events. They had to postpone or cancel flag days and fund-raising gala dinners. There were fewer volunteering opportunities as they had to minimize close contact to reduce the risk of COVID-19 community transmission. Yet, this was also a time where many charities, especially those in the social and health sectors, experienced greater demand for their services due to the pandemic. Hence, I felt the need to create this app to help charity organizations.

# WHICH COVID-19 SOLUTION I PLAN TO WORK ON:

Since charity organizations have mentioned that they had face difficulties such as not reaching their funding goals, lack of volunteers, and not being able to do events since covid happened.

I have decided to focus on these sector and finding solutions for it. I plan to help charity organizations raise funds, as well as engage more volunteers for events.

There will be detailed explanations of the features i have created, as well as which organizations I have found and planned to work with.

Gradually, I will definitely want to expend and reach out to more charity organizations to help as much as i can.

# WHY THIS CONCEPT:

Like i have mentioned above, charity organizations have been greatly affected since COVID-19. From my research, many charity organizations face issues such as lack of funds, they cannot do events such as flag day to raise funds. Which have eventually led to them barely meeting 10% of their donation goal.

The difference to their donation goal is not 10%, but 90%. This shows how badly COVID-19 have affected charity orgnazations.



# WHY THIS CONCEPT:

Hence, I choose to work on this concept because charity organizations are non-profit organizations that don't have the budget to develop an app to help themselves. There also isn't a super app in Singapore for the charity that encompasses all charitable events. I also wanted to give back to society and help as much as I can.

# THE BENEFITS TO RETAINING THIS SOLUTION POST- COVID-19

There are definitely benefits to retaining this solution for post-COVID-19. Charity is not something that will end post-COVID.

One benefit to retain this solution is that there will still be times when people wish to donate, but don't have the time to.

With this app, they could easily donate any amount they want. With this, we can also promote the use of digital payment to do donations. This also makes it more convenient for donors

# THE BENEFITS TO RETAINING THIS SOLUTION POST- COVID-19

Another benefit to keep this solution post-COVID is that we can continue to help charities locally to raise funds regardless of covid-19 situation. This is because it may help other events that may arise, such as smaller charities that may not be able to reach a large target audience, they can use this app to reach a larger target audience to help them reach their funding goals. This is similar to apps such as "gofundme", however, the priority of this app is charity but not funding.

# LIST OF BENEFICIARIES

We will be focusing on 6 organizations, where we will be contacting them to work with them. We will talk about who are the 6 organizations we planned to work with, and brief explanations of what each organization is.

## Singapore Children's society



Since 1952, Singapore Children's Society protects and nurtures children and youth of all races and religions. The Society ensures that children receive the attention and love they need especially as they grow up.

# Club Rainbow

**Club Rainbow (Singapore)**



Established in 1992, Club Rainbow is one of the few charity organisations in Singapore that help provides emotional, educational, informational, social and financial support to chronically-ill children. As an independent non-profit organisation, Club Rainbow has helped more than 1,000 children and their families.

# Metta Welfare Association



As one of the charity organisations in Singapore founded in the late 90s, Metta Welfare Association has successfully expanded into nine welfare centres islandwide to better cater to those in need. It's a holistic organisation that not only provides child care services, but also special education, medical and disability care services.

# Hope Centre Singapore



Hope Centre Singapore is one of the non-profit charity organisations in Singapore. Since 1997, Hope Centre Singapore has actively serviced our community through meaningful programmes such as 'Tuition With Love'. By providing dedicated mentoring for children from low-income families, Hope Centre Singapore aims to befriend our younger generation and uncover their potential.

# Singapore Red Cross Society



**SINGAPORE**

Serving Humanity, Saving Lives

Singapore Red Cross Society is founded on Sep 30, 1949. Besides being the National Blood Donor Recruiter, the organization also helps to provide emergency trainings and services for the disabled. Furthermore, the Singapore Red Cross Society is also actively involved in international services such as providing relief efforts for neighbouring countries!



# SPCA Singapore



FRIENDS FOR LIFE

When it comes to making a difference in our community, we mustn't forget about our furry friends! In 1959, RSPCA was renamed to SPCA. While many charity organizations in Singapore reach out to underprivileged children or the elderly, SPCA fills the overlooked gap of animal advocacy. As an animal welfare charity in Singapore, SPCA aims to prevent cruelty to animals by promoting kindness and animal consideration. The Society provides services in the forms of animal cruelty and welfare investigations, emergency animal rescue, animal shelter and many more.

# BREIF DESCRIPTION

How have COVID affected  
charity organizations?:

let me walk through how  
charity events is being  
done previously before  
COVID-19, and how the  
occurrence of COVID-19  
have affected the charity  
events. So before  
COVID-19 take place,  
there are charity events  
such as:



---

ALTRUISM

# BEFORE: FLAG DAY

It's the usual flag day that many of us know. Flag day is usually done by volunteers going around different malls or places asking strangers for donations. In exchange, strangers who donate will get back a sticker.



# AFTER: FLAG DAY

After COVID-19 happened, all flag day events are called to stop due to the restrictions that came with COVID-19. With all the flag day events being cancelled, charity organizations lost one of their main way raising funds.



# LACK OF DONATIONS

How have COVID affected charity organizations?:

During this period, there have been a lack of donation channels for people to donate. With events like flag day being forced to stop, many charity organizations faced hardships to reach their donation goals to help patients in their organizations.

# HOW CAN OUR APP HELP

---

With the lack of donation channels, and events like flag day being forced to stop.

Our app will be able to help since one of the main features is to allow people to donate contactless by using digital payment for the donation.

Adding on, before the internet became the in thing, there are donations held by TV companies such as Mediacorp. They create TV shows and encourage people to dial in to donate to charity. It's a good way to ask for donations, but with our app, donors can do it more conveniently without much of a hassle

# HOW CAN OUR APP HELP

With the mention of convenient, our app will definitely still be useful and beneficial.

Charity events, donations, getting help from volunteers will not end post-COVID-19. Our app will provide huge convenience for charity organizations, donors, volunteers.

Hence, our app will still benefits charity organizations, donors and volunteers despite post-covid.





# TARGET AUDIENCE

Target audience:

- volunteers who wants to do charity
- donors
- charity organizations







# HOW DOES THE APP HELP FUFILL THEIR GOALS?

volunteers:

- They can match with charity organizations, see which organization needs help for events

charity organizations:

- They can continue with donations and events even with the restriction of covid, can help to reach their fundraising goals, as well as reach out to more volunteers to help during events





# HOW DOES THE APP HELP FUFILL THEIR GOALS?

donors:

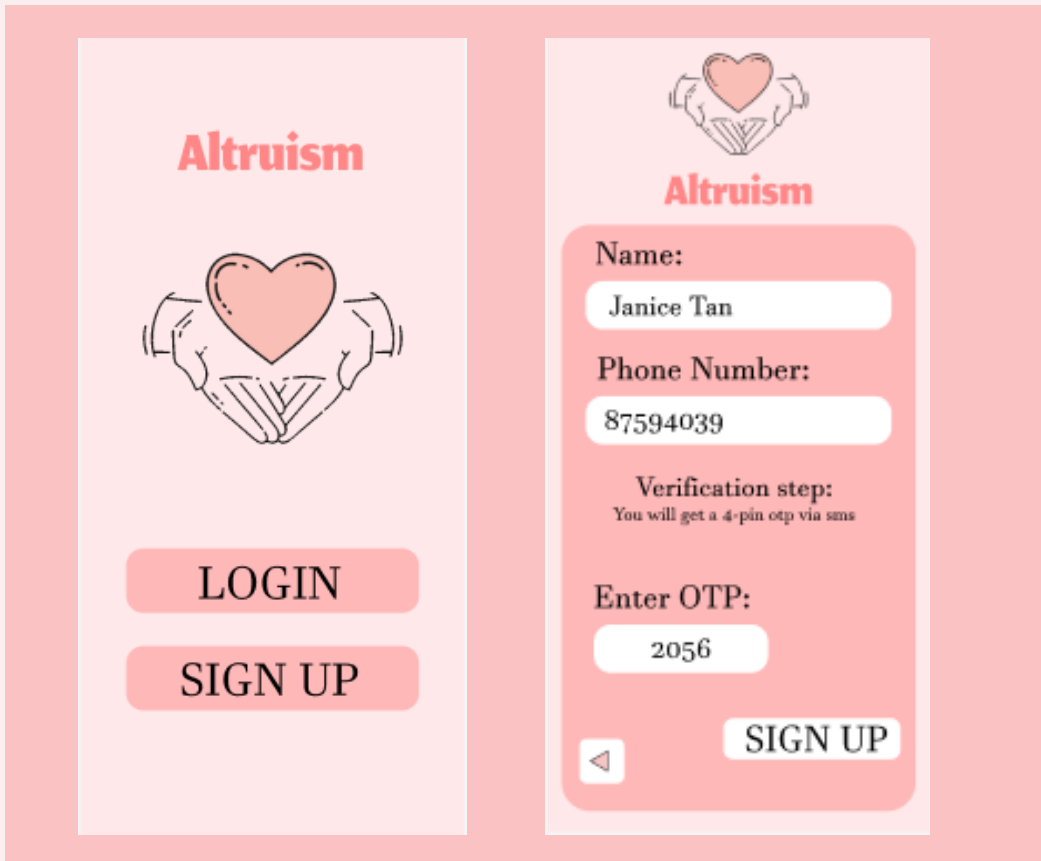
- They can still donate through the app even with covid restrictions, easier way, and contactless donation. They don't have to find fundraising events to donate to, they also don't have to be physically there during donation events to donate.
- Don't have to find individual organizations, one "super" app and they are at ease of looking for the right charity they want to donate.



# FEATURES

## Mobile App:

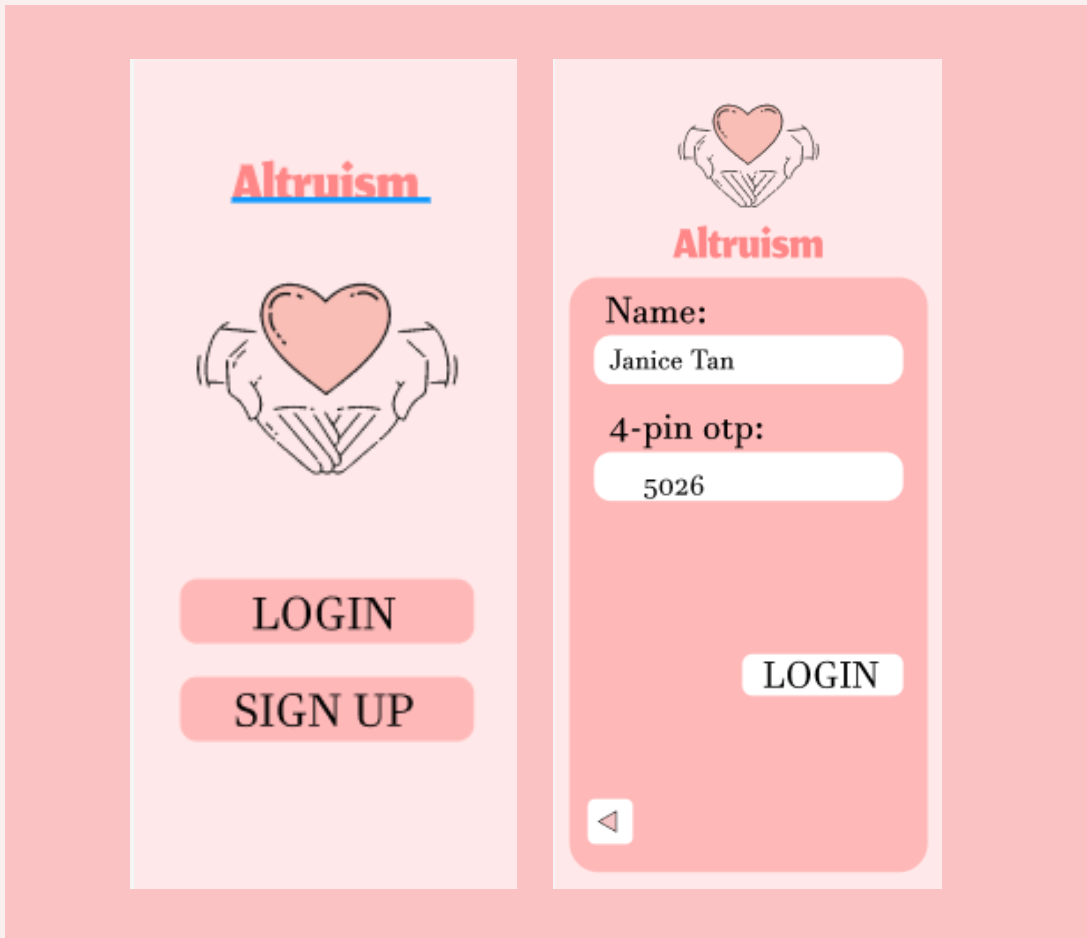
### Feature 1: Signup page



The image displays a mobile app interface for 'Altruism'. The left side shows the main screen with the app's logo, a heart icon held by two hands, and buttons for 'LOGIN' and 'SIGN UP'. The right side shows the 'SIGN UP' form, which includes fields for 'Name' (filled with 'Janice Tan'), 'Phone Number' (filled with '87594039'), a 'Verification step' (stating 'You will get a 4-pin otp via sms'), an 'Enter OTP' field (filled with '2056'), and a 'SIGN UP' button. A back arrow is also visible at the bottom left of the form.

This signup feature allows news users to sign up for an account in the app. They can simple create an account by typing their name and phone number, an 4-pin OTP will be send to them via sms to verify. Once they key in the OTP and click signup, they will be in their account. We decided to use 4-pin OTP Instead of typing a password because users may forget the password they created. Their phone number will be linked to their account name.

## Feature 2: Login page



This login feature allows old users that have signed up for an account to login. They simply type in their name and a 4-pin otp will be sent to them to verify their identity, as their phone number will be linked with their account when they first signed up for an account. As mentioned, we decided to use 4-pin OTP for a better user experience as it can get quite frustrating when users forget their password and cannot login to their account.

## Feature 3: profile page



This profile pages allows users to check their name and phone number details. This is created to allow positive user experience for users. As sometimes user may change their phone number, hence this feature will allow users to change their phone number if required.

## Feature 4: find charity events



## Feature 4: find charity events

As mentioned above why we wanted to create this app, as it is harder to find volunteers nowadays since COVID happened. It is also hard for volunteers to find charity events. Hence, this feature is created to allow volunteers to search and find charity events held by the charity organizations. It is like a "matching" system. So the person who is in charge of the charity organization will list out event dates that they need help from volunteers, as well as the event details. Then users will find and search for timing and dates that suit their personal schedule, then match with the organization. Once user match successfully with the organization, his details (name and phone number) will be recorded into the system. This is to keep track of km (by watch) if it is a walking charity event, as well as to take attendance taking when they attend the event.



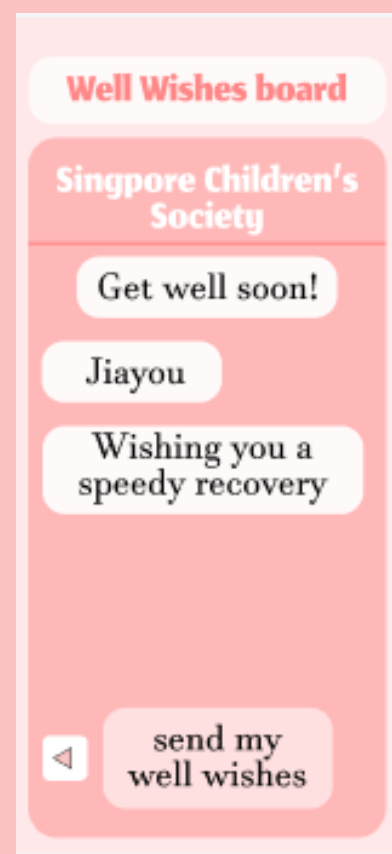
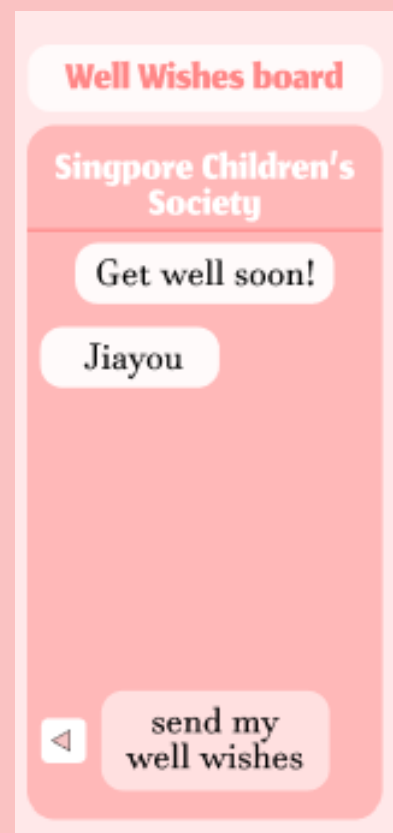
## Feature 5: digital donation



As mentioned why this app is created, one main purpose is to allow digital donation so that donors can donate despite COVID-19's restrictions. For this feature, users can select the charity organization they wish to donate to, which will lead them to a page with QR code. Users then can use PayNow/PayLah to scan and do the transaction. There will also be a "how to transfer" feature where users can click it and it will bring them to a page of instructions with image to have a better clarity.



## Feature 6: digital well wishes



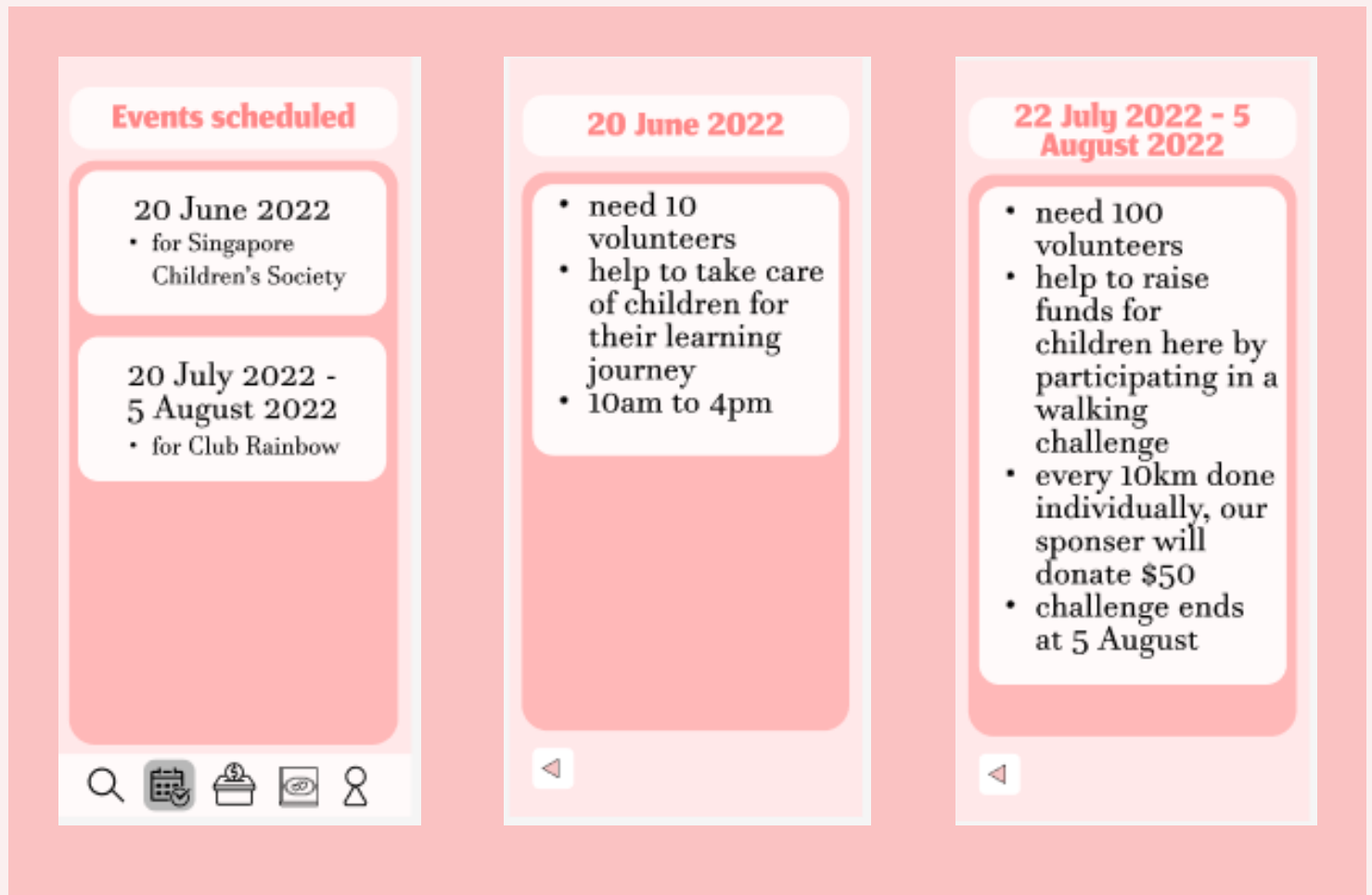
## **Feature 6: digital well wishes**

This feature is created to allow users to send their well wishes to patients in charity organizations. This feature is created for users who may not be financially stable to donate, they can "donate" their well wishes to the patients instead. Adding on, since COVID-19 happened, it has been difficult to organize charity events, which led to physical written well-wishes being even harder to be delivered to patients. Hence with this feature, users can just send their well wishes to patients in the organization, and the organization will either read or write it to the patients in their organization.

This will allow well wishes to still be delivered despite COVID-19. Even after COVID-19, it will still be beneficial since users may not have the time to physically attend an event to visit the patients, but would still like to send their well wishes. They can still use this feature to send their well wishes.

Users can click the organization they want to send their well wishes to, and they will be led to a page where it's the "well-wishes board", which will show what other users have sent. Users can click on "send my well wishes", and type what well wishes they want.

## Feature 7: events scheduled



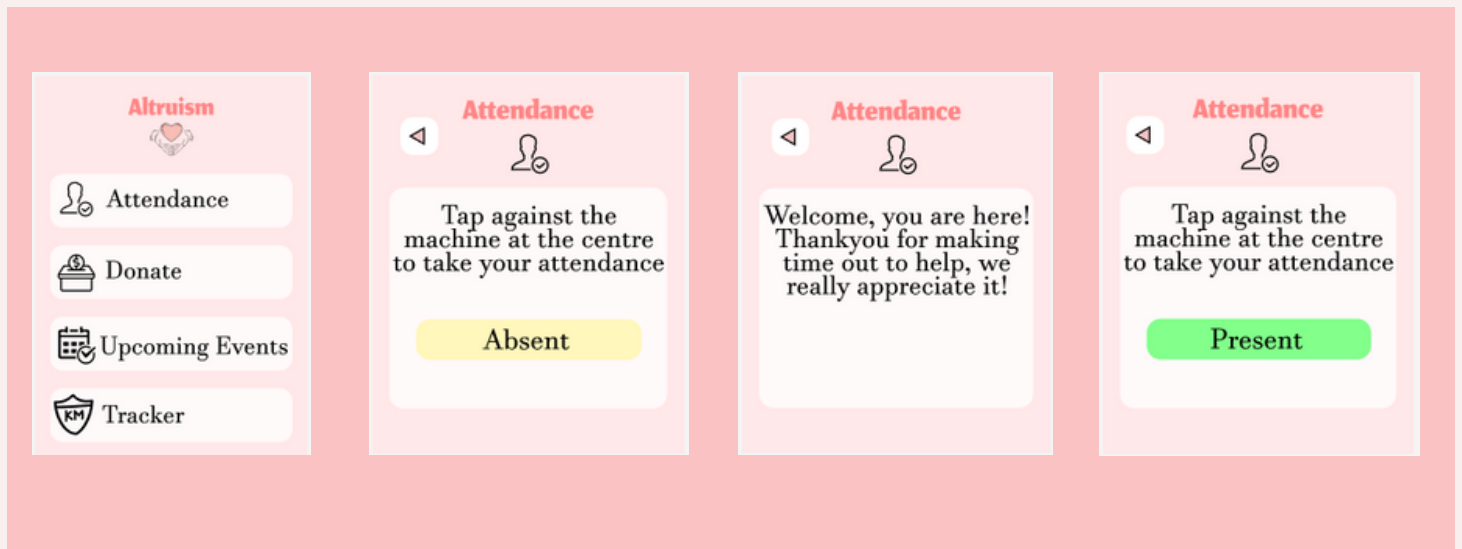
This feature is created so that users can check the events that they have volunteered to help. This will allow users to keep track the events they volunteered for.

There will be the date and charity organization's name, when users click in, there will be the details of the event shown.

# FEATURES

## Smart Watch App:

### Feature 1: Tap for attendance at event



This feature is created for contactless attendance taking at charity events. This is to create convenience for both the charity organization and users.

When users attend a charity event, they can simply click on attendance, then tap against the machine at the organization's center. There will be a "ti" sound, and user's attendance will be recorded. Once the attendance is recorded, there will be a thankyou message, and when u click back, "absent" with a yellow button will turn "present" with a green button

## Feature 2: Donation for physical



This app is created to promote the use of digital donations. However, there may be times when users may want to donate at a charity event. Hence, this feature is created to help users to donate physically without much of a hassle. The donation will be contactless to prevent the spread of COVID-19.

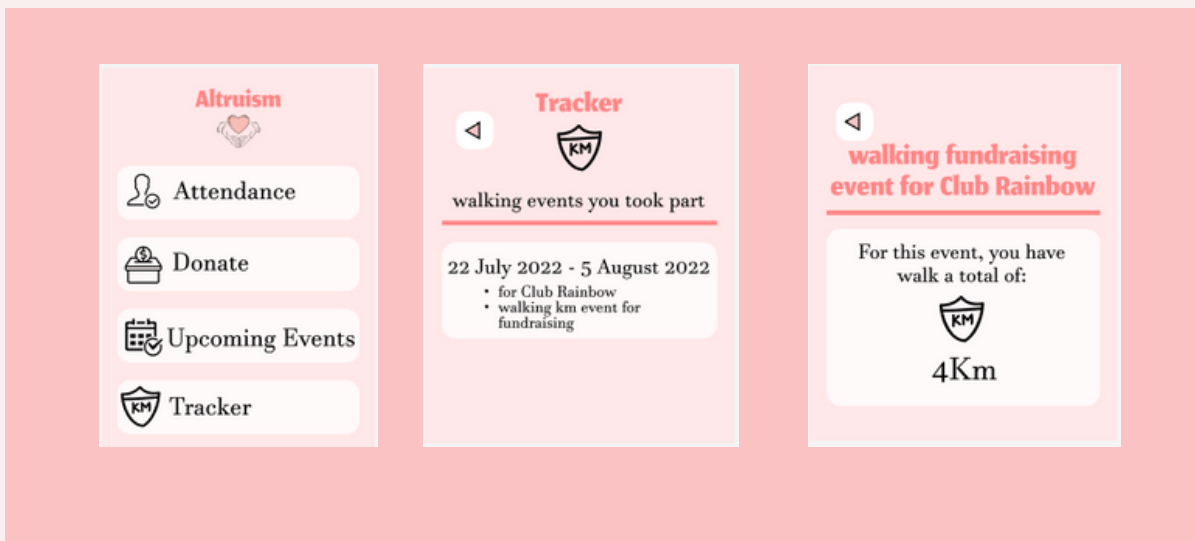
To donate, users can tap on "donate" which will lead them to a page asking how much they wish to donate. Then click the arrow to go, and then tap towards the machine at the event center. There will be a "ti" sound, and the donation is successful. Then the "donate" yellow button will turn to "donated" green button

## Feature 3: check for upcoming events



This feature is created similar to the mobile app feature. This feature is created so that users can not only check on their phone, but can also check on their smart watch. However, smart watch is a simplified version with just the date of event, name of the organization and what the event is. Not much of the details of the event, but just for a quick check function for users to use.

## Feature 4: tracker for charity walking events



This feature is created specially for charity walking events. As sometimes there are charity walking events where users walk a certain amount of km, and the charity organization's sponsor will donate a sum of money. Hence, this feature is created so that users can track their km easily.

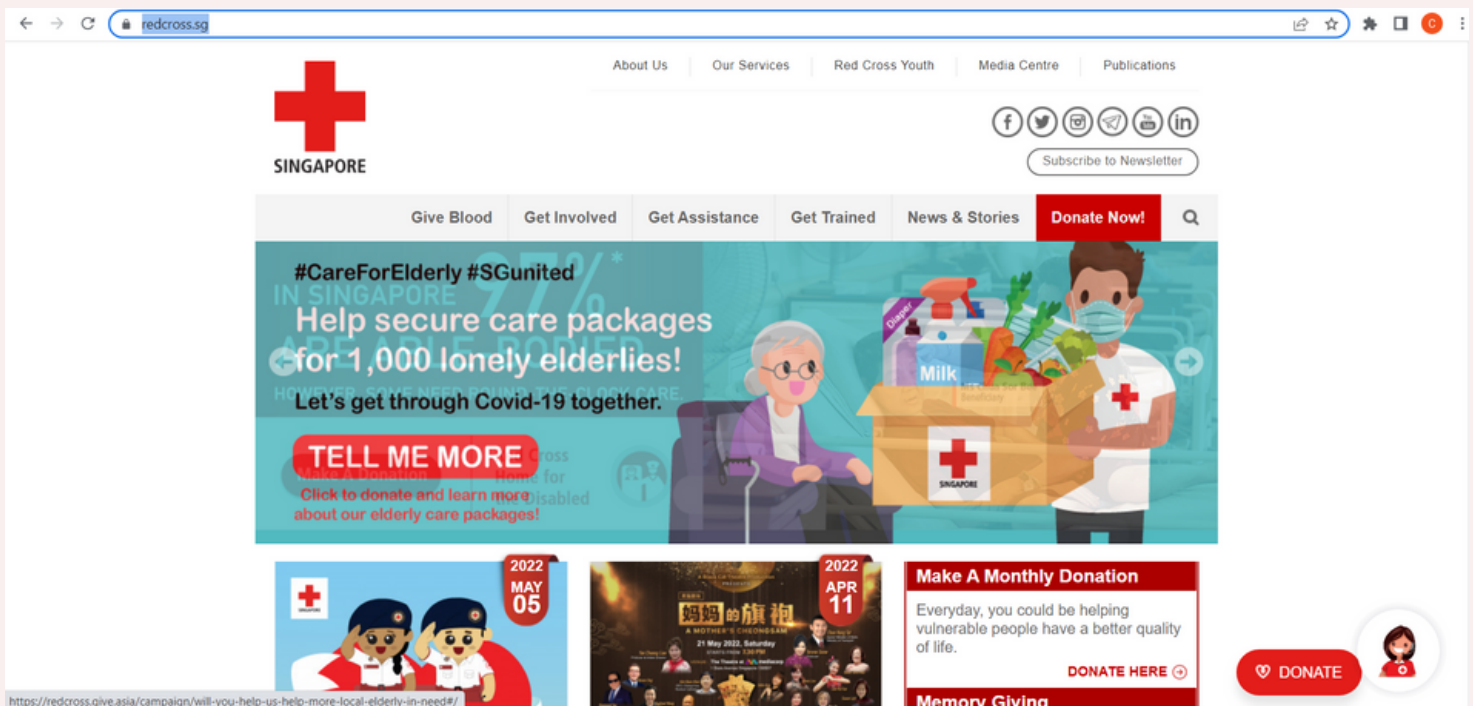
The app will automatically connect if user volunteered for a charity walking event. The app will connect and track user's distance, when a certain km is reached to donate, the app will inform the organization.

When user click into "tracker", it will led user to a page where there will be a list of walking events user signed up for. To see how many km user have walked, simply click on the event name, and it will lead users to a page showing the km they have walked

# COMPETITIVE ANALYSIS

## website 1: Red Cross Singapore

Link: <https://www.redcross.sg/>



## OURS VS THEIRS

what they have:

- donations
- raising funds for local community
- memory giving

what we have:

- donations
- finding charity events
- well wishes board



## **website 1: Red Cross Singapore**

Link: <https://www.redcross.sg/>

### **OURS VS THEIRS**

Their Strengths:

- having a memory giving which is unique

Our strengths:

- a super app
- can do a lot in a app
- not limited to donations, there is also well wishes that can send digitally, as well as finding charity events and "match" with event's organization
- have 6 organizations involved

Their weakness:

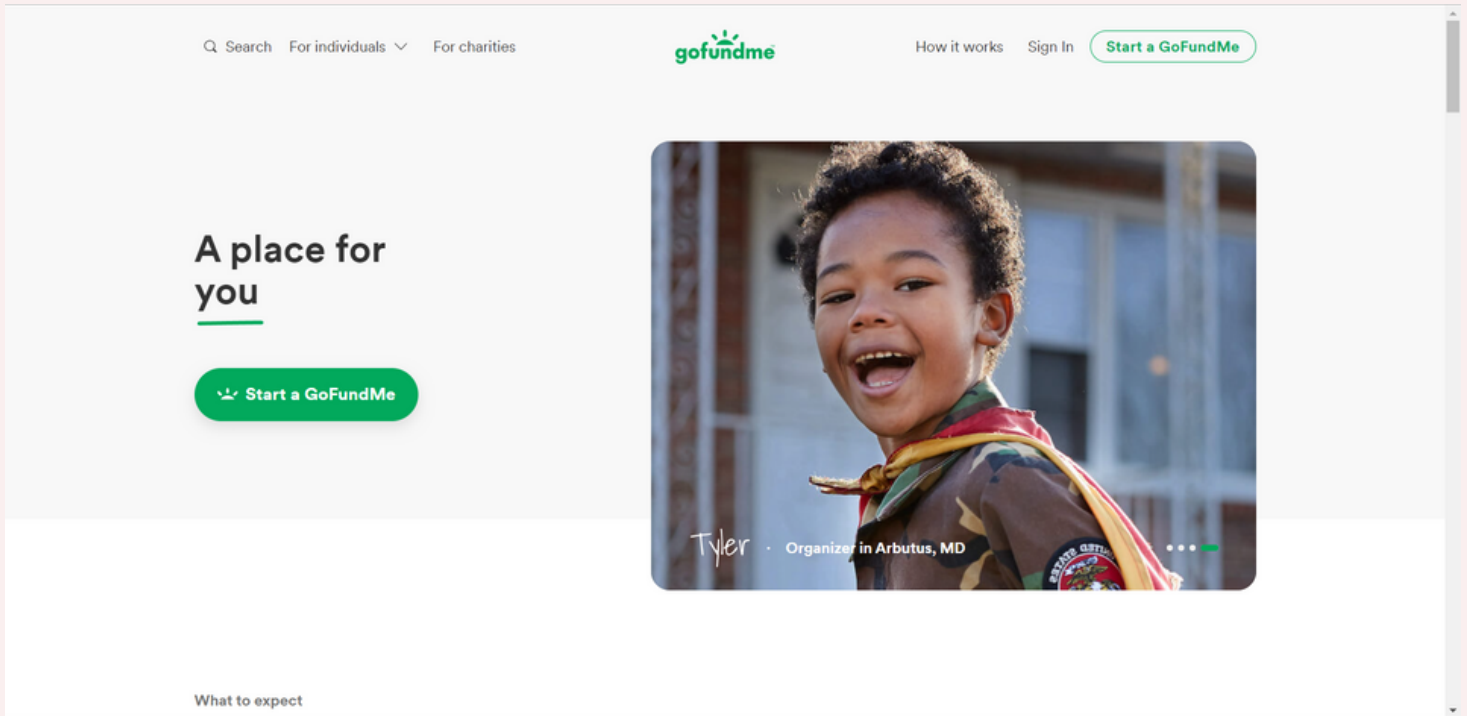
- only can do a limited things in the website

Our weakness:

- can include more features

## website 2: gofundme

Link: <https://GoFundMe>: #1 Fundraising Platform for Crowdfunding



## OURS VS THEIRS

what they have:

- fund raise for yourself, family, friends and charity

what we have:

- donations
- finding charity events
- well wishes board

## **website 2: gofundme**

Link: <https://GoFundMe>: #1 Fundraising Platform for Crowdfunding

Their Strengths:

- focusing mainly on raising funds, just like what their website name is called

Our strengths:

- a super app
- can do a lot in a app
- not limited to donations, there is also well wishes that can send digitally, as well as finding charity events and "match" with event's organization
- have 6 organizations involved

Their weakness:

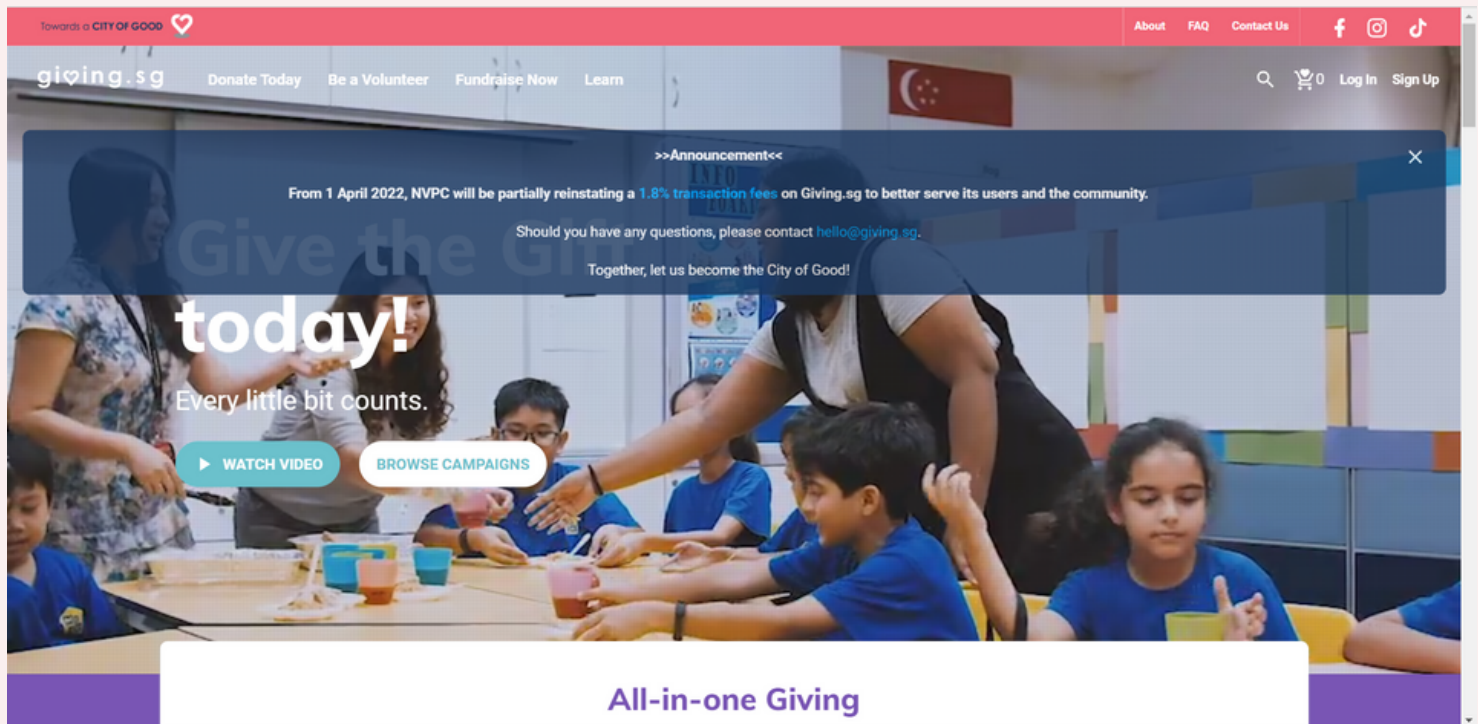
- their strength is their weakness, which is that they only can do fund raising in the app

Our weakness:

- involve more organizations

## website 3: giving sg

Link: Welcome to Giving.sg! | The one-stop platform for you to donate, volunteer or fundraise. - Giving.sg



## OURS VS THEIRS

what they have:

- donate
- volunteer
- fund raise

what we have:

- donations
- finding charity events
- well wishes board

## **website 3: giving sg**

Link: Welcome to Giving.sg! | The one-stop platform for you to donate, volunteer or fundraise. - Giving.sg

Their Strengths:

- have variety of events such as donations, volunteering
- all in one giving

Our strengths:

- a super app
- have multiple features in the app
- got donations, sending well wishes, find charity events
- have 6 organizations involved

Their weakness:

- Don't have a feature that allows people who are not financially stable to do something

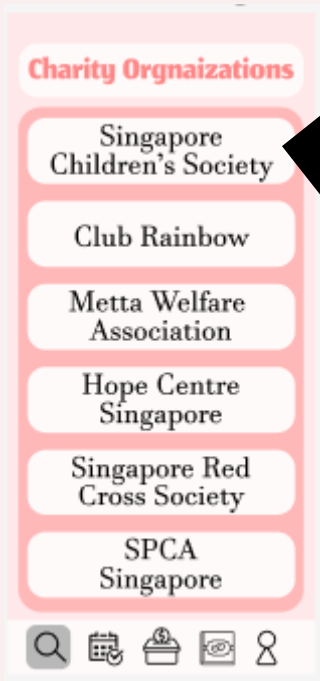
Our weakness:

- involve more organizations
- add more varieties

# CORE OBJECTIVES

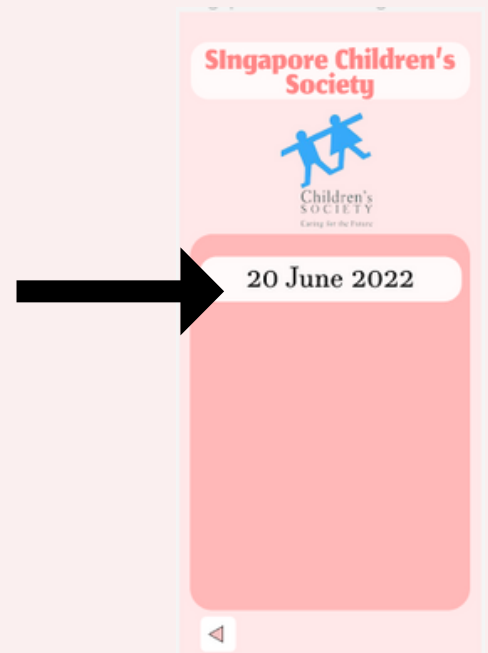
## First core objectives:

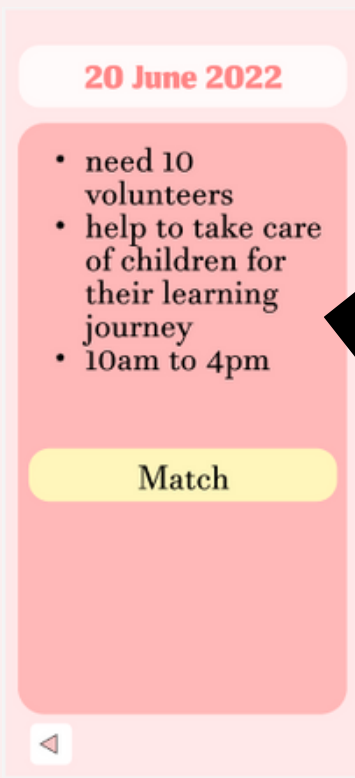
A volunteer wants to find out more on charity events. He wants to check if the events timing suits his own schedule.



Let's say he is interested to find out the charity events under the "Singapore Children's Society" organizations. He can click on the organization's name

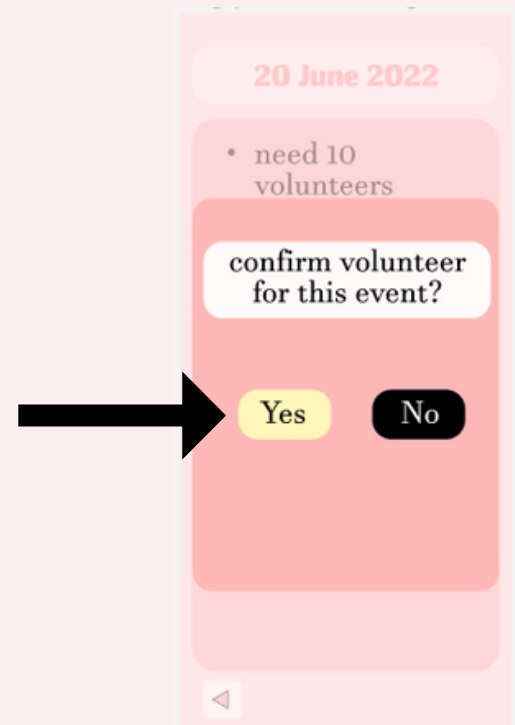
Then he can click on the dates then he think fits his schedule. Let's say he is free on 20 June 2022, and would like to find out more



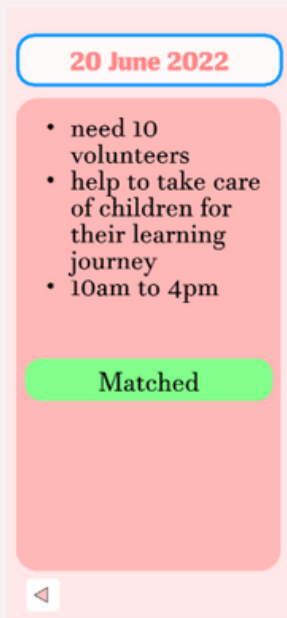


After clicking on the date, the app will led him to a page where it shows the event details. Let's say the date fits his schedule, he can press the "match" button to sign up for the event

Then there will be a confirmed message asking him to confirm he wants to attend. Let's say he wants to volunteer to help this event. He can click "yes".



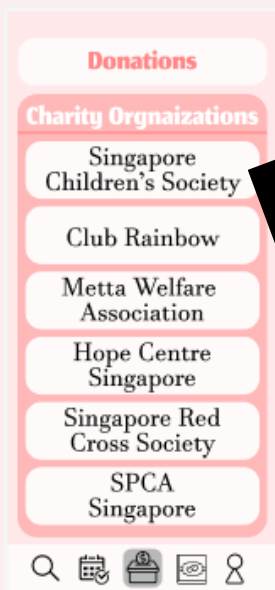
Then there will be a message informing users they have signed up for the charity event. He then can click the "done" button



He will then be led to this page. Notice the button turn from "match" (yellow color) to "matched" (green color)? This confirms him volunteering to the event

## Second core objectives:

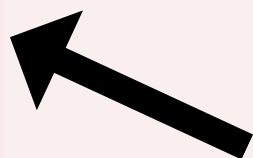
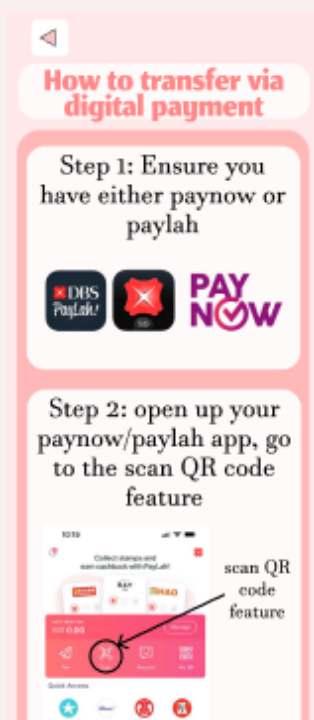
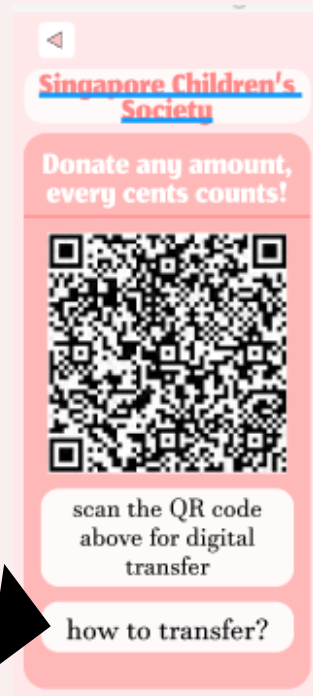
A donor wishes to donate an amount of money, but have no time to physically be there. She wants to transfer the donation digitally.



She can choose the charity organization she wants to donate to. Let's say she wants to donate to "Singapore Children's Society", she can click on the name of organization

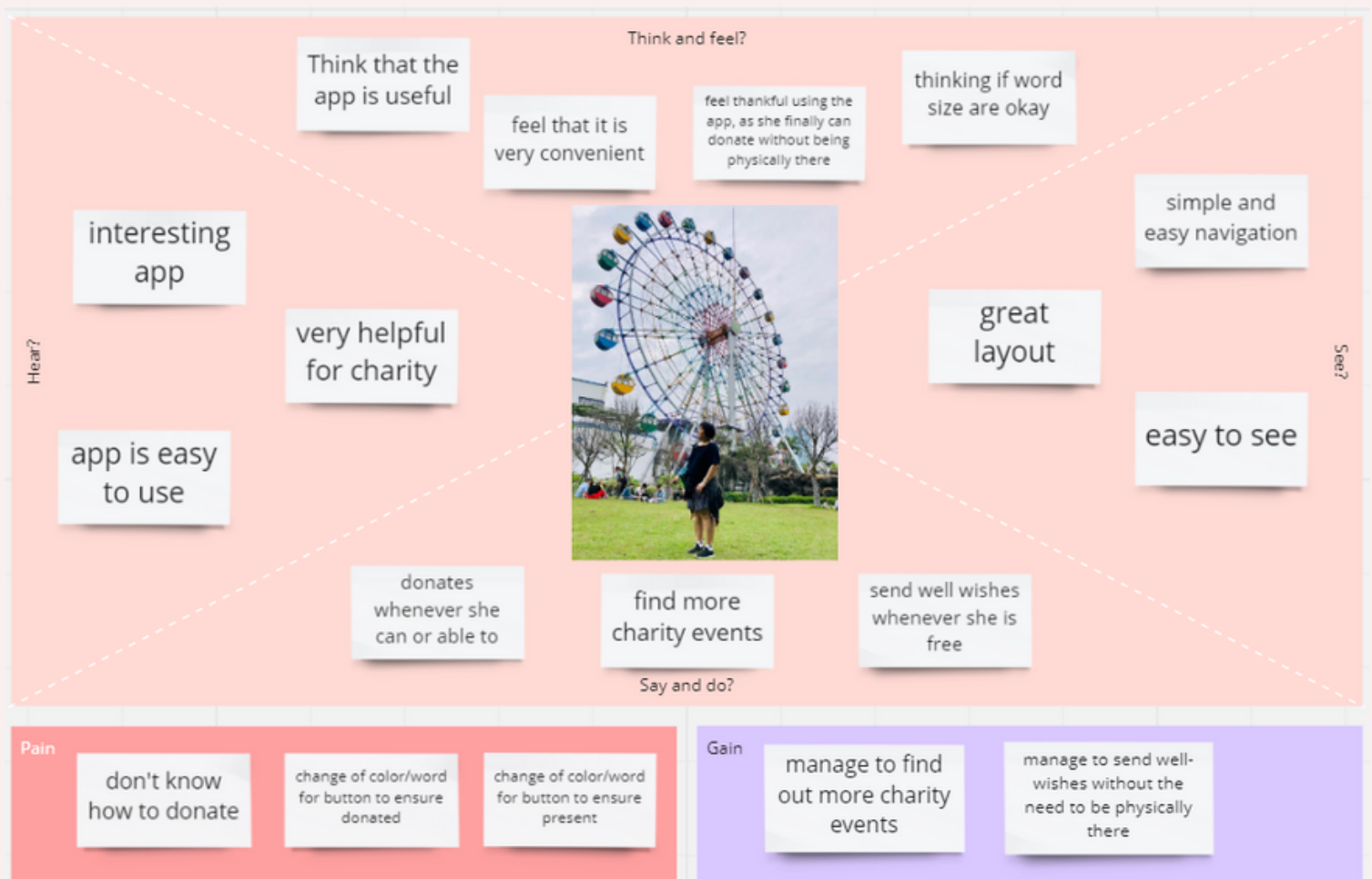


she can then scan to donate. If she needs a tutorial on how to donate, she can click the "how to transfer?" button



When she click the "how to transfer" button, it will led her to this tutorial page with images for easier understanding

# ✦ EMPATHY MAP ✦



# PERSONA



Janice Tan

I should make the most of my time while I'm free

## MAJOR

Engineering

## COLLEGE

National Technological University

## AGE

50

## Bio

Janice is a helpful and caring person. She is a senior manager at her company, which she has been with for 10 years.

Apart from her usual work schedule, Janice often finds time to do charity-related events, but have been restricted due to covid

## Wants & Needs



Wants more opportunities to volunteer for charity events



Get more sleep



Aspire to earn more and give back to the society

## kindness

100% ▼

## caring

97% ▼

## extrovet

▼ 66%

## Agreeableness

▼ 75%



## Frustrations

- Cannot find charity events
- heavy workload
- cannot send well-wishes to patient in charity organization

# A DAY IN JANICE'S LIFE

## A DAY IN JANICE'S LIFE

8AM - 8.05AM: WAKE UP



8.05AM - 8.15AM: WASH UP



8.15AM - 8.45AM: EAT BREAKFAST



8.45AM - 9AM: TRAVEL TO WORK



9AM - 12PM: WORKING HOURS



12PM - 1PM: LUNCH TIME



# A DAY IN JANICE'S LIFE

## A DAY IN JANICE'S LIFE

1PM - 4PM: WORK HOURS



4PM - 4.15PM: END WORK/ TRV AEL HOME



4.15PM - 4.35PM: SHOWER



4.35PM - 5.35PM: FREE TIME



5.35PM - 7PM: COOK FOR FAMILY



7PM - 8.30PM: WORK STUFF



# A DAY IN JANICE'S LIFE

## A DAY IN JANICE'S LIFE

8.30PM - 9.30PM: FREE TIME



9.30PM : SLEEP



# ✦ USER JOURNEY MAP ✦

## User Journey Map

	AWARENESS	CONSIDERATION	DECISION	RETENTION
MOTIVATION	Looking for charity events	To help patients from the charity organizations	attend the charity event	can find ideal charity events
GOAL	digital donations	considering convenient ways for donations	donates money through the QR code	easy and convenient transactions to donate
INTERACTION	Find an app to send well-wishes digitally	send well-wishes digitally to patients in charity organizations	send well-wishes digitally	to help and motivate patients for speedy recover
OPPORTUNITIES	take part in more charity events	have diverse range or charity events	participate in as many events as we can	sense of achievement seeing happy patients

# ✦ VIDEO LINKS ✦

[https://ivid2.np.edu.sg/media/DUX-ASG1-CharleneNgiam\\_video.mp4/1\\_f4r2gdct](https://ivid2.np.edu.sg/media/DUX-ASG1-CharleneNgiam_video.mp4/1_f4r2gdct)

# ✦ FIGMA LINKS ✦

mobile figma:

<https://www.figma.com/file/Nm3aDeUJAYblqlR7trOcp5/DUX-ASG1?node-id=0%3A1>

mobile figma (prototype):

<https://www.figma.com/proto/Nm3aDeUJAYblqlR7trOcp5/DUX-ASG1?node-id=20%3A31&scaling=scale-down&page-id=0%3A1&starting-point-node-id=2%3A2>

smart watch figma:

<https://www.figma.com/file/kH20kcwAwy1qmlTrP3Oarh/DUX-ASG1-watch?node-id=0%3A1>

smart watch figma:

<https://www.figma.com/proto/kH20kcwAwy1qmlTrP3Oarh/DUX-ASG1-watch?node-id=1%3A37&scaling=scale-down&page-id=0%3A1&starting-point-node-id=1%3A2&show-prototype-sidebar=1>





# CREDITS



## Research links:

- <https://shopee.sg/blog/charity-organisations-singapore-donate/>
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